

## Reputation Management

**1 issue in November – Interview with the I re. the need for Vitamin D with Dr Carrie Ruxton**

To date  
X12 issues;  
KPI: 12; Mapped: 20



**i News**

## Social Media

### Top Tweet

10 different nutrients are required for a normal, healthy immune system. These are vitamins A, C, D & E, B complex; iron, zinc; selenium; copper; and omega-3 fats  
#ImmuneSystem #SelfCare  
pic.twitter.com/wBqgNYUQ1



- 1.4k tweet impressions
- 218 profile visits
- 444 followers

## Key Media Coverage

### Women's Health

Vegans can be vulnerable to developing these 10 deficiencies - here's how to avoid them

Templed by the World Vegan Day chatter to dive headfirst into an animal-free lifestyle? Aside from the eco-benefits of ditching dairy, meat and fish (around 4,200 tonnes of CO2E, the same as 400,000 flights from London to Spain) could be saved from those 350,000 swearing animal avoidance this month alone there are also mental health wins.

Current guidance from the World Health Organisation (WHO) states: 'Eat a nutritious diet based on a variety of foods originating mainly from plants, rather than animals, while a plant-based diet has been associated with managing Type 2 diabetes.'

But says Dr Carrie Ruxton, who advises for the Health and Food Supplements Information Service, going vegan does come with its own health warnings. 'Many people start a vegan diet without doing any research at all. Simply cutting out whole food groups without prior planning (and, as most animal and marine foods are a good source of essential nutrients).

When I first went vegan, I felt great, says nutritionist Mary Al-Jal. But did you know that the body relies on vitamins and minerals for up to a year - so you can be fine when transitioning to a vegan way of eating but, without the right nutritional knowledge deficiencies can arise?

If you don't correct feeding first at the time, zippy spells and my hair loss to my vegan diet, however, I discovered that my iron, zinc, selenium, iodine and omega 3 levels were really low. Of course, once you know what's up, you can adjust your diet and supplementation to keep up that vegan life, minus the zippy spells.

**Should you eat before or after a workout? Here's what the experts say**



10 Vegan Deficiencies to be Aware of

1. Calcium
2. Vitamin A
3. Iron



Take vitamin C and B12 at least 2 hours apart - one may 'destroy' the other - warning



British diets are lacking nutrients, report finds

A new report has highlighted gaps in British people's diets, including a lack of fruit and vegetables, no attention to portion control and a decline in immune-supporting nutrients.

The report, *Immune Health: Micronutrients Under the Microscope*, was commissioned by the *Health and Food Supplements Information Service* ([www.hsis.org](http://www.hsis.org)). Some of the key findings were as follows:

- A third of survey respondents (34 per cent) ate more comfort foods and snacks during lockdown.
- More than a fifth (21 per cent) have been advised by a healthcare professional to change their diet to lose weight.
- Intakes of vital immune-supporting nutrients, including vitamin A, vitamin D, B vitamins and iron, have declined over the last decade.
- Almost half (48 per cent) say they have no idea what the Government's Eatwell Guide advises - that's the "bigger" on what a healthy diet looks like.



- Around two-thirds (64 per cent) of adults don't take a vitamin D supplement.
  - Only half are actively following advice to eat more fruit and vegetables.
  - Three in five (60 per cent) don't pay attention to recommended portion sizes or portion control.
- Dr Carrie Ruxton, who co-authored the HSIS report, says: 'As winter approaches, it's clear our diets will need to deliver more nutritional value to give us optimal immunity support. So, we need to urgently change our eating habits, watch portion sizes, up our vegetable intake, and choose healthier options for snacks. Tackling low levels of immune-support nutrients with a daily vitamin and mineral supplement is also a useful health hack.'

## Campaign Activity

### Probiotics



### Women's Health



- Journal paper published in Food & Nutrition Journal
- Media releases and media content being rolled-out to all media
- 4 x national & 9 x editorials in 'high' media targets
- Women's Health report published
- National exclusive ran late August across the Sunday Express, Mirror and The Sunday People
- Report being rolled out to all media with further national coverage published in Express
- 21 editorials

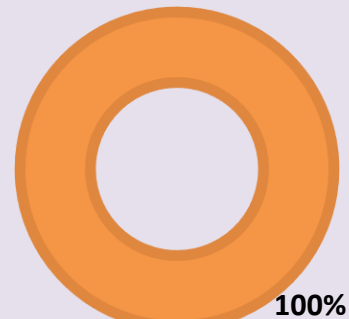
## Media Office – Key Activity

### Media briefings and interviews

Media interviews with and editorial issued to Women's Health (x1), Good To Know, MSN, Training Matters, Pharmacy Magazine, x1 interview with Daily Express; Platinum x1; People's Friend; Health & Wellbeing; PA; i, Yahoo News

**10**

with at least 1 key message



High priority media

KPI: 50% in high priority media with at least one key message per article